

## **Retail Tissue in Brazil**

Market Direction | 2023-03-07 | 24 pages | Euromonitor

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### **Report description:**

Retail tissue recorded double-digit current value growth in 2022, driven in particular by the dynamic performance of toilet paper, which holds 86% retail value share in the category. As noted in other tissue and hygiene categories, players were forced to increase their prices during the year, although the growth rate of the average unit price was marginally lower compared to 2021. The inflated costs of cellulose and plastic resin were contributors to higher retail prices to consumers, along othe...

Euromonitor International's Retail Tissue in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Facial Tissues, Paper Tableware, Paper Towels, Toilet Paper.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Retail Tissue market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
March 2023

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